



BREASTCANCER • ORG

Annual Impact Report

For Our Donors, Partners and the
Breast Cancer Community

June 2021 - May 2022



A letter from our founder

Throughout the history of Breastcancer.org, the successes I've been most proud of have resulted from challenges that compelled us to innovate and disrupt the status quo. The roads we've traveled to grow have been quite bumpy at times, but the destination has always been better than we imagined at the start of the journey.

From the beginning, each day we have aimed to improve the expert medical information and support Breastcancer.org provides to the many people who are struggling with a breast cancer diagnosis or at a high risk of developing the disease. The detailed, focused everyday work of our team is essential to our mission now and in the future. When we looked at what was needed for the bigger picture and long-term growth of the organization, our team and partners linked arms to make a huge leap forward by transforming our website.

With the launch of the new Breastcancer.org website in March, a long-time vision was realized. This reinvention of how we empower people affected by breast cancer is a significant milestone for our organization and a step forward in our continued growth strategy.

The new Breastcancer.org was developed to best help the people who depend on us every single day.

By simplifying the search for information specific to someone's unique situation and providing more personalized results, we are able to help people more quickly than ever before.

I'm so proud to share that since the launch, our website engagement metrics have been increasing. People are finding and exploring expert information on a full range of important topics, like: should I get genetic testing, how to prepare for surgery, how to interpret a complex pathology report, how to prevent hair loss from chemo, how to tell your children about your diagnosis, and how to get your doctor to listen to you and take your side effects seriously. Breastcancer.org visitors are finding answers to their questions and also connecting with others who uniquely understand the challenges of a diagnosis.

I'm excited for the road ahead. We are building upon the foundation of our new website, with plans to evolve our community discussion forums. We will do even more to bring human connection and honest conversation to the community of people served by our mission.

To our donors and partners, I am so grateful for your support and in awe of the impact we make together. When someone is seeking answers to make informed decisions for their breast cancer care, we are here for them — *thanks to you.*



Marisa C. Weiss, MD

Chief medical officer and founder

“Breastcancer.org has been *invaluable*! Nowhere else on the internet is there such wonderful and up-to-date information on breast cancer. I could not have survived without it, as I was in a town of 625 people with no specialists within 150 miles. My oncologist in the ‘big city’ was amazed at my knowledge when we met after my surgery. She finally said to me, ‘What would YOU like to have happen?’”

Researcher 50

— Breastcancer.org community member

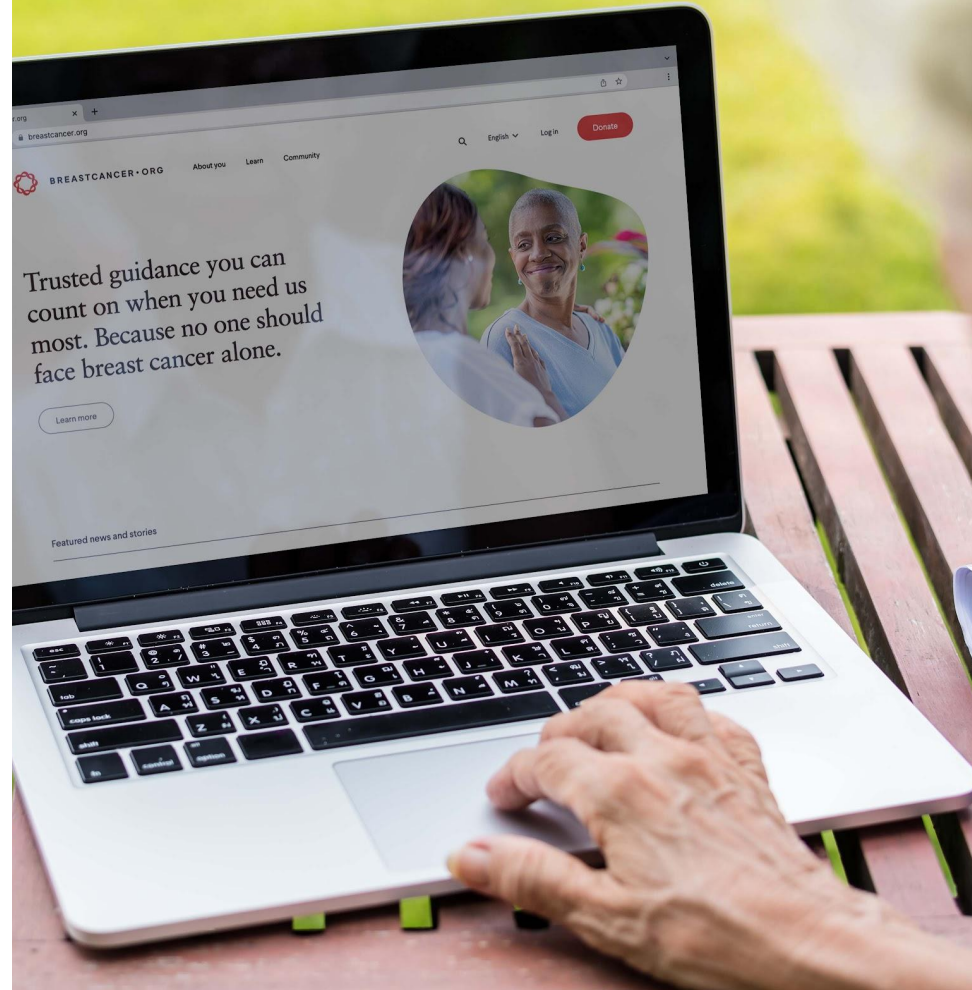
The *new* Breastcancer.org

In 2022, we launched our redesigned and replatformed website, in both English and Spanish — thanks to the generosity of our donors and partners.

Adding to the reliable information and trusted resources you've come to expect from us, we've made key updates to improve the experience for you.

The redesign reflects the varied situations and needs of people with breast cancer and encompasses all aspects of the user experience — from a fresh and inclusive look, to improved technology and search functionality and additional personalization options.

The new platform helps prepare us to expand features that meet the changing needs of our community over time. We're in the midst of planning the next phase of site improvements, including exciting developments for our community forums.



Making an impact on people's lives

We educate, empower, and connect people — day or night, around the globe. No matter where someone is in the world, we provide them with reliable, easy to understand, and actionable information and support services at no cost.

1.4 million visitors

Monthly average number of visitors

44,830 hours

Monthly average time learning about breast cancer

3.2 million pageviews

Average number of times pages were viewed per month;
one session can have many pageviews

11,746 hours

Average number of hours supporting each other in our
community per month

Breastcancer.org global reach and top countries by traffic

210 million

People reached worldwide since 2000

1.4 million

Monthly average number of visitors

50%

Of traffic from the U.S.

United States	49.95%
United Kingdom	7.94%
Mexico	5.92%
Spain	3.87%
Canada	3.78%
Australia	2.99%
India	2.71%
Argentina	2.24%
Colombia	2.10%
Peru	1.76%

Source: Google Analytics June 1, 2021, through May 31, 2022

“[Breastcancer.org] was the only place where I could find a description and definition to be able to *understand my diagnosis* and the protocol for what I was facing. I cannot tell you how comforting it was to be able to read this and then discuss it with my doctors.”

— Breastcancer.org donor

Priorities for our programming this year

Staying true to our mission, the priorities for the year concentrated on new ways of helping patients get the best care possible by providing them with compassionate peer support and trusted medical information in all the ways people learn, including articles, podcast episodes, videos, and webinars. Our fiscal year programming from June 1, 2021, to May 31, 2022, focused on health literacy, equity, and empowering everyone to make informed decisions for their care.

PROGRAMMATIC PRIORITIES

Learning to *self advocate*

We believe every patient should have the tools to understand their treatment options, feel confident in shared decision making with their doctors, and be equipped to advocate for their needs. Empowering patients to play an active role in their health can lead to more personalized care tailored to their unique situations.

To help improve the partnership between patients and their care teams, we delivered useful information and actionable tips through articles, videos, webinars, and podcast episodes, including ongoing coverage of the latest COVID-19 research.



PROGRAMMATIC PRIORITIES

Confronting *health disparities*

Breastcancer.org aims to address the devastating health disparities that prevent marginalized communities from receiving optimal care and achieving better health outcomes.

This year, we published new resources, including a Special Report, a virtual town hall, and podcast episodes, that explore how diversity in clinical trials can help reduce health disparities and create a better standard of care for everyone. We continued our collaboration with advocacy partners to amplify their important work to eliminate barriers and achieve health equity.



PROGRAMMATIC PRIORITIES

The importance of *representation*

For breast cancer education to be most effective for everyone, inclusivity is central. People need to see themselves represented in our content.

This year, we produced new multimedia campaigns featuring a range of perspectives and highlighting different cultures, voices, and experiences of people with breast cancer. We updated and expanded our Spanish language educational content to better support our Spanish-speaking community members around the world. Initiatives to honor and feature diversity will continue to be a priority for our organization.



“The *wisdom, strength, and humor* written in so many Breastcancer.org [community discussion forum] posts provides substantive nourishment to accept, to challenge, to rant, and to cope while navigating these challenging times.”

Magiclight

— Breastcancer.org community member

New content and initiatives

Our editorial team is continually updating core content, the foundation for understanding breast cancer, with the latest innovations in treatment and care. We also follow and report on new studies and drug approvals in our Research News coverage. At the same time, we set an annual goal of developing several impactful educational campaigns on topics that can shape the care of our audience. The themes woven throughout all of the new content and initiatives include patient empowerment, building the knowledge to navigate breast cancer, and making informed decisions along the way.

New content and initiatives

Clinical trial disparities

More than any other racial and ethnic group in the United States, Black women face poorer breast cancer outcomes. Lower representation in clinical trials is a key factor.

To address the reasons why Black women are underrepresented in clinical trials, we spoke with experts and clinical trial participants to create new educational content on why diversity in clinical research matters and how to remove the barriers that prevent people from participating.

This year we partnered with TOUCH, The Black Breast Cancer Alliance; Morehouse School of Medicine; Ciitizen; Komen; and the Center for Innovative Healthcare on the launch of When We Tri(al), a new movement to advance breast cancer science for Black women through increased clinical trial participation.

Surgical options and reconstruction

Surgery is one of the most important decisions a person affected by breast cancer may make — it can also be extremely complicated. To help people improve their experience, recovery, and outcomes, we expanded our educational resources, including a new webinar on how to make informed decisions about surgery.

By providing even more in-depth, evidence-based information on lumpectomy, mastectomy, and breast reconstruction, our audience will be able to make the best choices for their lives and have greater satisfaction with the results.

New content and initiatives

Informed consent

Informed consent is a fundamental ethical and legal requirement to ensure patients are aware of the risks and benefits of surgical interventions.

To better understand the impact the informed consent process has on patient experience, our 2022 Pulse Insights survey explored patients' surgical planning needs, their satisfaction with the outcome after surgery, and their shared decision-making with surgeons. The findings were presented in March 2022 at the Miami Breast Cancer Conference, and the learnings from this data will be used to develop new patient resources to improve the informed consent process before breast cancer surgery.

Animated video

Breastcancer.org's instructional videos span all aspects of diagnosis, treatment, and life with breast cancer. We developed several new videos this year, including an award-winning animated educational video that dispels clinical trial misconceptions. Our videos share reliable, thorough, and accessible information that contribute to greater health literacy and better care for all.

New content and initiatives

Educational events

Our virtual educational programs reach a global audience, offering free interactive learning opportunities to empower patients, caregivers, advocacy groups, and healthcare providers. This year, the events reached **2,300+ viewers** in **90+ countries**.

Breast Cancer Surgery: How to Make an Informed Decision

Become an Empowered Patient: Advice From Doctors Who Had Breast Cancer

Diversity in Clinical Trials: Your Participation Matters

Getting the Best Breast Cancer Care *for You*

Conference coverage

Each year, Breastcancer.org's team of science writers cover the most important annual oncology conferences to provide actionable research updates and news of promising studies.

European Society for Medical Oncology (ESMO) Congress

7 Research News articles

3 Podcast episodes

San Antonio Breast Cancer Symposium (SABCS)

3 Research News articles

3 Podcast episodes

American Society of Clinical Oncology (ASCO) Annual Meeting

8 Research News articles

1 Podcast episode

European Society for Medical Oncology (*ESMO*) Congress

Research News articles

Adding Keytruda to Chemotherapy Improves Overall Survival in Metastatic, Strongly PD-L1-Positive Triple-Negative Breast Cancer

Long-Term Side Effects Reduce Quality of Life Years After Cancer Diagnosis

Experimental Vic-Trastuzumab Duocarmazine Better Than Doctors' Treatment Choices for Pre-treated Advanced-Stage HER2-Positive Breast Cancer

Adding Kisqali to Femara Improves Overall Survival for Postmenopausal Women With Advanced-Stage Hormone-Receptor-Positive HER2-Negative Breast Cancer

After 2-3 Years of Tamoxifen, 5 Years of Femara Offers More Benefits Than 2-3 Years

Enhertu Dramatically More Effective Than Kadcyla as Second Treatment for Metastatic HER2-Positive Breast Cancer

Adding Carboplatin to Chemotherapy Before Surgery Improves Early-Stage Triple-Negative Breast Cancer Outcomes

Podcast episodes

Breast Cancer Research at ESMO 2021, with Brian Wojciechowski, MD

Keytruda Added to Chemotherapy Improves Overall Survival for Metastatic PD-L1-Positive, Triple-Negative Breast Cancer, with Hope Rugo, MD

Kisqali Plus Femara Seems Best Option for Advanced-Stage Hormone-Receptor-Positive HER2-Negative Breast Cancer, with Gabriel Hortobagyi, MD

San Antonio Breast Cancer Symposium (*SABCS*)

Research News articles

Study Compares Aromatase Inhibitors vs. Tamoxifen for Pre-Menopausal Women With Early-Stage, Hormone Receptor-Positive Breast Cancer

Black Women More Likely To Develop Lymphedema After Breast Cancer Treatment Than White Women

Experimental Elacestrant Shows Promise for Pre-Treated Metastatic, Hormone Receptor-Positive, HER2-Negative Breast Cancer

Podcast episodes

Top Research Presented at the 2021 San Antonio Breast Cancer Symposium, with Sara Tolaney, MD, MPH

Aromatase Inhibitors versus Tamoxifen for Pre-Menopausal Women Diagnosed With Early-Stage, Hormone Receptor-Positive Disease, with Jeremy Braybrooke, BSc, BM, FRCP, PhD, and Rosie Bradley, MSc, BSc

Experimental Elacestrant: A Standard of Care for Pre-Treated, Metastatic, Hormone Receptor-Positive, HER2-Negative Breast Cancer?, with Aditya Bardia, MD, MPH

American Society of Clinical Oncology (ASCO) Annual Meeting

Research News articles

Chemotherapy for Breast Cancer Doesn't Seem To Increase Risk of COVID-19 Infection or Death

More Abdominal Fat Linked to Worse Outcomes for Black Women Who Are Breast Cancer Survivors

Ultralow MammaPrint Score Means Excellent Breast Cancer Outcomes

Most Women With Metastatic Breast Cancer Have Troubling Treatment Side Effects, Willing To Discuss Dosing Options With Doctor

Adding Tukysa to Standard of Care Continues To Improve Survival in Advanced-Stage HER2-Positive Breast Cancer

Kisqali-Faslodex Combo Continues To Improve Overall Survival in Advanced-Stage, Hormone-Receptor-Positive Breast Cancer in Postmenopausal Women

Ibrance-Faslodex Combo Continues To Improve Overall Survival in Advanced-Stage, Hormone-Receptor-Positive Breast Cancer

Lynparza Offers Benefits for Early-Stage HER2-Negative Breast Cancer With *BRCA1/2* Mutation

Podcast episodes

Breast Cancer Research at the 2021 ASCO Annual Meeting, with Jennifer Litton, MD



Hope Wohl,
Chief executive officer

A letter from our CEO

For far too long, we have seen how racial and socio-economic disparities in cancer care can cost people their lives. Although the breast cancer incidence rates for Black women are about the same as white women, Black women are dying at a 41% higher rate than white women. The data are staggering. Breastcancer.org remains committed to advancing health equity and addressing injustices in the healthcare system so everyone has the best possible outcome.

Clinical trial participation is one way to offer potentially life-changing treatments to more patients *now* while leading to new and more effective therapies in the *future*. This year, we were proud to collaborate with several advocacy partners as part of our ongoing work to increase diversity in breast cancer clinical trials.

Together with TOUCH, Ciitizen, Susan G. Komen, Morehouse School of Medicine, and the Center for Health Innovation, we have conducted research, using qualitative and quantitative methods, to more deeply understand the historic and nuanced barriers to clinical trial participation in the Black community. This led to the creation of the When We Tri(al) movement to improve the science of breast cancer for Black women. The movement is gaining momentum through digital campaigns and TOUCH's continued outreach around the country.

We look forward to working with more health equity experts and advocacy organizations in the coming years on these urgent and critical efforts to further reduce disparities and save lives.

“I literally could not have gotten through this without the help of this group. Having their face-to-face support each week to check in and discuss everyone’s status *helps to connect and reaffirm that I am not alone*. Family and friends are great, but [the meetup group] is the #1 thing I have done for my mental and emotional health throughout treatment.”

— Breastcancer.org community meetup group participant

Virtual *community* meetups

Breastcancer.org's virtual meetups are a safe space for our community to connect with each other and discuss the similar experiences and challenges they face.

In 2022, this program expanded with additional meeting times to serve the growing needs of people seeking this high-touch support. We now offer caregivers and Spanish-speaking members of the community their own groups, all of which are kept at a small, intimate size that works best for giving and receiving meaningful support.



Meetup groups offered



In treatment for breast cancer

In treatment for breast cancer

Tuesdays and Thursdays

In treatment for breast cancer (Spanish)

Wednesdays



Caring for someone

Metastatic breast cancer caregivers

Tuesdays (biweekly)

Breast cancer caregivers

Tuesdays (biweekly)



Living with metastatic disease

Metastatic breast cancer

Mondays and Wednesdays

Metastatic breast cancer (Spanish)

Thursdays

Under 45 with metastatic breast cancer

Thursdays



Finished treatment

Bonded by breast cancer: Continuing connections after treatment

Fridays

The strength of our community

225,000 members

Registered members since our founding in 2000

1,524 users

Daily average members and readers

300 messages

Daily average messages exchanged

386 hours connecting

Daily average hours members spend communicating with each other



Recognition

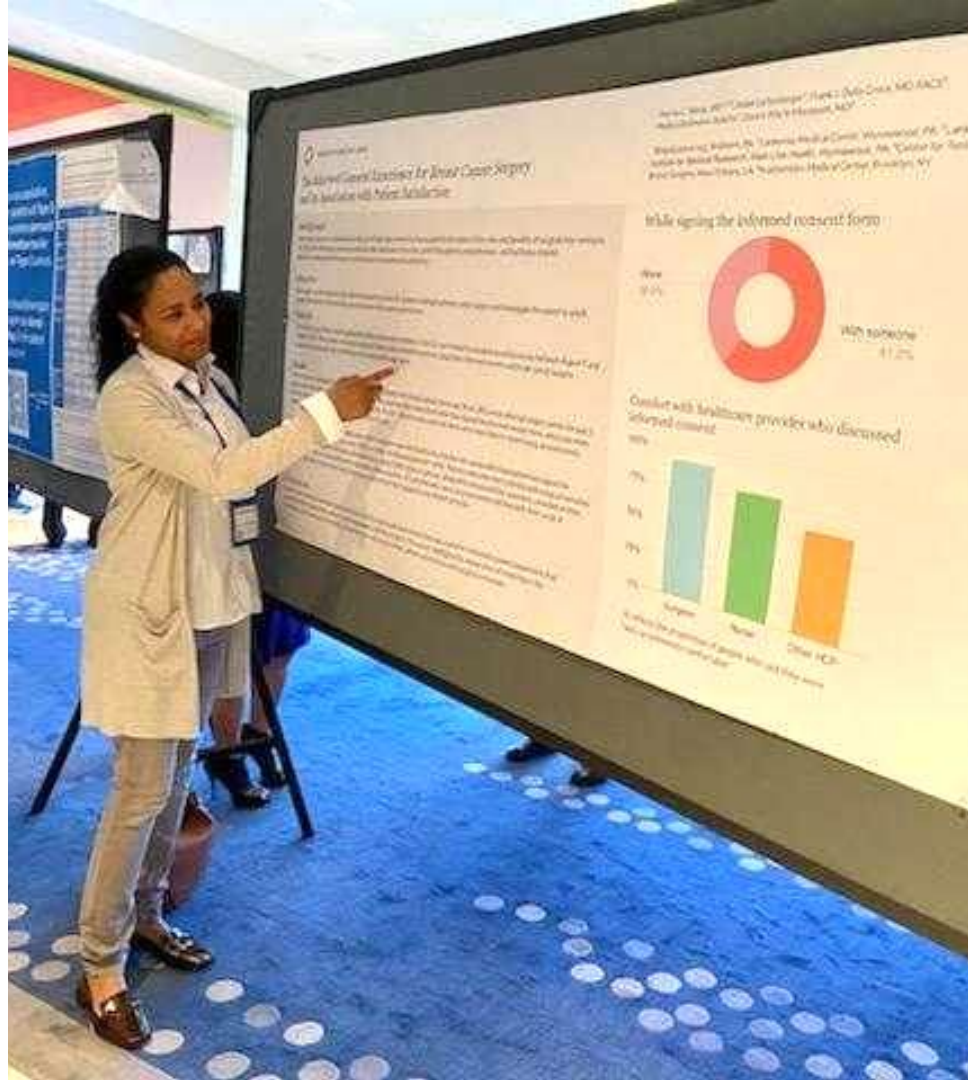
Our original research taps into the most pressing breast cancer issues through survey studies that capture the evolving needs, interests, and experiences of the breast cancer community. The results are making an impact. The insights help us to improve and create new educational content, and we're sharing the data with healthcare providers worldwide through peer-reviewed journals and conferences.

Publications and conferences

In October of 2021, Breastcancer.org's influential study on breast cancer patients' use of cannabis before, during, and after treatment, led by Dr. Marisa Weiss, was published in *Cancer*, the journal of the American Cancer Society. The study was covered by more than 50 prominent news outlets, including NBC, The Philadelphia Inquirer, Healthline, Medscape, and more.

Dr. Weiss presented this research at the American Society for Radiation Oncology Annual Meeting, the International Cannabinoid Research Society Symposium, and the International Medical Cannabis Conference.

It was also a great honor to be selected for a poster presentation at the 39th Annual Miami Breast Cancer Conference. Board member Donna-Marie E. Manasseh, MD, chief of breast surgery at the Maimonides Breast Cancer Center, shared our findings on The Informed Consent Experience for Breast Cancer Surgery and its Association with Patient Satisfaction.



2021 Award-winning content



Video Publications Breast Cancer and Indian Culture: Niyati's Fight	Gold
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Video Publications Tonya's Preventive Mastectomy: All My Sisters Had Breast Cancer	Gold
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Video Publications How to Understand Breast Cancer Research	Gold
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Instagram Social Media Breastcancer.org Instagram	Bronze
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Article Healthcare Content Oncoplastic Lumpectomy	Platinum
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Video Rich Media How to Understand Breast Cancer Research	Platinum
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2022 Award-winning content



Website | Web-based Digital Health
Breastcancer.org

Editorial Animation | Publications
How to Understand Breast Cancer Research

Article | Publications
Special Report: Increasing Racial Diversity in
Breast Cancer Clinical Trials

Editorial Animation | Publications
Breast Cancer Clinical Trials:
5 Common Misconceptions

Video | Publications
Breast Cancer Leads Asian-American Adoptee
to Uncover Family Health History



Video | Patient Education Information
Breast Cancer Genetic Risk:
Debbie's Search for Answers and Community

Article | Patient Education Information
Mastectomy vs. Lumpectomy

Breastcancer.org in the news

Dr. Marisa Weiss and the work of Breastcancer.org, including the new website design, were featured in a variety of broadcast, digital, and print media covering breast health issues, a breast cancer vaccine development, the use of medical cannabis to manage side effects of treatment, increasing diversity in clinical trials, cosmetic products and breast cancer risk, and much more.



FASTCOMPANY

SHAPE

Newsweek



Health

healthline

The
Philadelphia
Inquirer

MEDPAGE TODAY*

The Atlanta
Journal-Constitution

Medscape

GOOD
HOUSEKEEPING

Mashable

yahoo!

EBONY

The Washington Post



The Miami Herald

cure®

Fundraising

This was a year of extraordinary growth as the number of donors supporting Breastcancer.org doubled, representing 26 countries around the world.

We have been there for our community because our donors and partners have been there for us. Our gratitude is shared by the millions of people who have benefited from the generosity of our donors.

“Breastcancer.org was a godsend to me when I was diagnosed with breast cancer and had *so many major decisions* to make regarding surgeries and treatments. *I will never forget that* and will always support Breastcancer.org so other people dealing with breast cancer can benefit as well.

Thank you so much!”

— Breastcancer.org donor

FUNDRAISING HIGHLIGHTS

Future of *Patient-Centered Care*

Just like no two breast cancer diagnoses are the same, no two people have the same life circumstances. Yet in many ways, the healthcare system is still catching up to the idea of individualized care.

On May 4, 2022, Breastcancer.org hosted the Future of Patient-Centered Care, with a panel of medical experts sharing their vision for the future of care and how we can get there.

This in-person event raised more than \$230,000 in support of Breastcancer.org's patient education programs. The event was also recorded and aired free to our patient and caregiver community.



Marisa C. Weiss, MD, Founder and Chief Medical Officer, Breastcancer.org

Oluwadamilola "Lola" Fayanju, MD, MA, MPHS, FACS, Chief, Breast Surgery, Penn Medicine

Shelly Buck, DNP, MBA, President of Riddle Hospital

Arezoo Ghaneie, MD, Associate Program Director, Hematology Oncology Training Program, Lankenau Medical Center

Megan Severs (moderator), Editorial Director, Healthline Media

FUNDRAISING HIGHLIGHTS

A Day in the *Garden*

This annual event went hybrid for the first time in 2022 with great success, raising more than \$56,000. More than 180 guests joined us virtually and in-person in Malvern, PA.

This informative and empowering luncheon featured Breastcancer.org's founder and chief medical officer, Marisa C. Weiss, MD, in conversation with bestselling author Amy Cuddy, PhD. Sandra Lee, a multi-Emmy® and Gracie winner, chef, and author, hosted a virtual fundraiser in support of the event.

Event founder and committee chair Mandy Kennedy was honored with the Breastcancer.org Champion Award, which recognizes an individual who is dedicated to improving the lives of everyone affected by breast cancer and who has engaged new and existing supporters in advancing Breastcancer.org's mission.



FUNDRAISING HIGHLIGHTS

Giving Tuesday

For our Giving Tuesday campaign, Blue Sky provided a \$5,000 matching gift challenge for the third year in a row. With the match incentive, more than 200 donors contributed a total of over \$30,000 for Giving Tuesday, making 2021 our most successful effort to date.

Blue Sky has supported Breastcancer.org for more than 13 years, raising \$489,600 through proceeds from the sale of their product line supporting Breastcancer.org and other efforts.



“We love supporting Breastcancer.org because we feel like we can directly contribute to breast cancer awareness and prevention education for the vast community that Breastcancer.org has created. Our core products are primarily designed and marketed toward women, so our support of Breastcancer.org seems like a natural fit for us.”



Victoria Simmonds
Senior Licensing Director

FUNDRAISING HIGHLIGHTS

Fundraising your way

Everyone can make a direct impact for breast cancer patients by creating their own fundraiser to support Breastcancer.org. For people personally touched by breast cancer, it's an especially meaningful way to get involved in our organization.

From runs and walks to car shows to dances, passionate supporters used their creativity to put together unique events for their friends, families, and communities this year. Despite the ongoing challenges of the COVID-19 pandemic, the enthusiasm and commitment of these fundraisers were inspiring. With all of their efforts combined, these dedicated fundraisers from across the country raised over \$80,000 for breast cancer education and programming.



For 20 years, family members and friends have been finding their rhythm at Brenda Stewart's dance event benefiting Breastcancer.org.

20

Years supporting
Breastcancer.org

\$80,000

Raised for Breastcancer.org
over 20 years

Cause marketing

From donating a percentage of sales to getting the word out about Breastcancer.org's mission, our cause marketing partners show their commitment to breast health education and support for everyone affected by breast cancer.

This year, our partners raised over \$80,000 through:

- Donating a percentage of sales
- Providing in-kind product donations
- Sharing a discount code
- Offering point-of-sale donation opportunities
- Promoting exclusive products



Corporate *partners*

Our corporate partners provide critical financial and in-kind support to fund Breastcancer.org's work year after year. We're grateful for their dedication and creative fundraising ideas that make our programs possible



BREASTCANCER • ORG



USLI (United States Liability Insurance Group) is an A++ rated insurance company and a member of the Berkshire Hathaway family, headquartered in Wayne, PA, with 1,200 employees in seven offices throughout the U.S. and Canada.

Learn more at pink.usli.com.



15

Years supporting
Breastcancer.org

\$2.2 million

Raised for Breastcancer.org
over 15 years

Partnership highlights

- **1 Month, 1 Percent, 1 Fight:** USLI donates 1% of new business premiums to Breastcancer.org in October.
- **Baskets for Breast Cancer:** An online auction featuring items donated by USLI's customers and employees.
- **Health and wellness events:** Runs and walks, yoga and kickboxing classes, sports tournaments, and more.
- **Fundraisers:** Variety shows, pet contests, magic shows, raffles, and retail shopping give-back events.
- **Breast health and breast cancer education:** Resources and presentations shared with employees.



BREASTCANCER • ORG



Vertex, Inc. is a global provider of indirect tax software and solutions. Headquartered in North America with offices in South America and Europe, Vertex employs over 1,300 professionals and serves companies across the globe.



17

Years supporting
Breastcancer.org

\$1.5 million

Raised for Breastcancer.org
over 17 years

Partnership highlights

- Donates a portion of the registration fees from Vertex's annual conference, Exchange.
- Hosts an annual Halloween party fundraiser featuring a costume contest, photo booth, raffles, and a special performance from the in-house Vertex Band.
- Educates employees on breast health and breast cancer by offering resources and presentations.



BREASTCANCER • ORG



Generous support from the Center for Restorative Breast Surgery funds our ongoing educational content about breast surgery and reconstruction. Through videos of patients sharing their stories, podcast episodes, and image galleries of surgical before-and-after photos, we're able to help people understand their options and surgical outcomes.



Educational content supported in part by the Center for Restorative Breast Surgery this year

- Pulse Insights survey: Informed surgical consent
- Webinars:
 - Breast Cancer Surgery: How to Make An Informed Decision
 - Racial Disparities in Breast Reconstruction
- Patient story video: Sunny's story
- Content: Mastectomy article
- Content: Types of Breast Reconstruction article
- Image Gallery: Before-and-after reconstruction photos and surgical descriptions

“I was diagnosed in 2011 and [Breastcancer.org] was an incredibly important part of my journey — especially the [community discussion] forums and educational information. I donate for people like me who are looking for *support and reliable science-based information*. Thanks for all the work you do.”

— Breastcancer.org donor

Board of Directors



David Kopp
Board Chair



Nancy Frandsen



Kim Kubek, MD



**Donna-Marie E.
Manasseh, MD**



Mike DeLone



Carl Fremont



Katie Kulik



Lisa B. Petkun



Joseph Evangelisti



Jerry Johnson



Ebonne L. Leaphart



Hope Wohl



Bruce Fisher



Jean Kane, Esq.



Alice Limkakeng



Marisa Weiss, MD

A heartfelt *thank you* to Jane Hollingsworth

With the deepest gratitude and admiration for her extraordinary leadership, we celebrate the tenure of outgoing Board Chair Jane Hollingsworth, who was a member of the Board for nine years and Chair from 2019 to 2022.

Jane has led the board during a time of remarkable growth for Breastcancer.org, and we benefited tremendously from her wisdom, expertise, and commitment to the organization's mission.



“Jane has been a fantastic advocate for our organization for many years now, and we have benefited from her indispensable wisdom, acumen, and humanity in countless ways. We are grateful to continue to have Jane as a friend and guiding force.”

Marisa C. Weiss, MD
Chief medical officer and founder

Financials

Breastcancer.org is grateful for the trust of its donors, and we are committed to serving our mission and utilizing all money raised in the most responsible ways possible. We are committed to sound fiscal management and transparency.

Breastcancer.org undertakes a full external audit of its finances every year. Our Board of Directors reviews our financials on a quarterly basis.

Fiscal year 2021 expenses



78%

Programmatic
activities



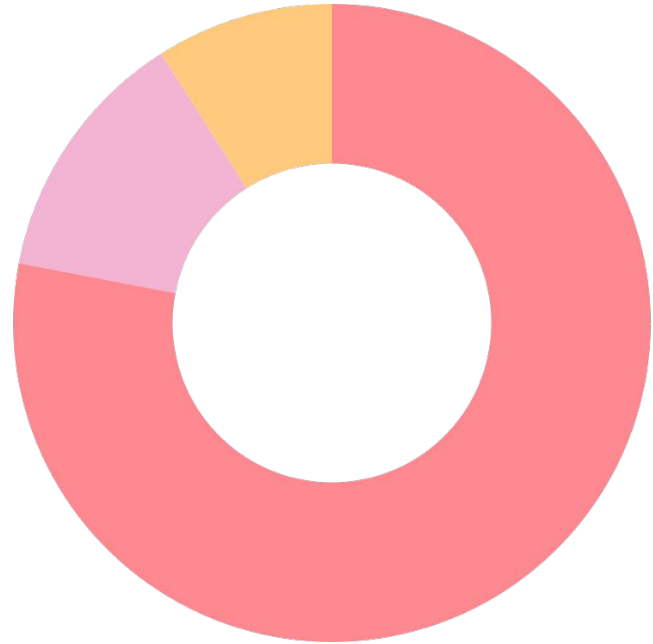
13%

Fundraising



9%

Administration



Fiscal year 2022 financials will be available in December 2022

Statement of position as of May 31, 2021

Current Assets

Cash and Cash Equivalents	\$4,076,818
Pledges Receivable	\$230,989
Accounts Receivable, Other	\$301,297
Prepaid Expenses	\$28,146
Total Current Assets	\$3,000,996

Website Costs, Property, and Equipment	\$1,604,694
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Other Assets

Pledges Receivable	\$337,008
Security Deposits	\$13,200
Total Other Assets	\$350,208

Total Assets	\$4,435,098
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Liabilities and Net Assets

Accounts Payable and Accrued Expenses	\$305,497
PPP Loan	\$740,367
Total Current Liabilities	\$1,938,802

Deferred Rent	\$58,022
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Total Liabilities	\$2,270,410
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Net Assets

Without Donor Restrictions	\$3,500,114
With Donor Restrictions	\$667,817
Total Net Assets	\$4,167,931

Total Liabilities and Net Assets	\$6,438,341
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Our donors

Support from our generous donors enables us to help people make sense of the complex medical and personal information about breast health and breast cancer, so they can make the best decisions for their lives.

We are pleased to acknowledge the following donors for their gifts to [Breastcancer.org](https://www.breastcancer.org).

This listing represents donors who made gifts totaling \$1,000 or more between June 1, 2021, and May 31, 2022.



\$1,000,000 and above lifetime

AstraZeneca

Exact Sciences

Genentech, Inc

John McFadden and Lisa Kabnick†

Elizabeth R. Moran*

Pfizer Inc.

Lawrence and Barbara Cohen
Living Legacy

The Center for Restorative
Breast Surgery

USLI Care 2 Fund

Vertex

The Westphal Family

\$250,000 and above annual

The Center for Restorative Breast Surgery
Genentech, Inc
USLI Care 2 Fund

\$100,000 and above annual

AstraZeneca
John Chappell
Eli Lilly and Company
John McFadden and Lisa Kabnick
Irene Marks
James Rasmussen and Pamela Miller*
Roberta and Ernest Scheller
Troutman Pepper†

\$50,000 and above annual

Franny and Franny Abbott
Daiichi Sankyo, Inc.
Exact Sciences
Shari and Richard Foos
Gilead Sciences, Inc.

Healthline

Hologic

Lawrence and Barbara Cohen Living Legacy

Seagen Inc.

Vertex

Anastasia Vournas and J. William Uhrig
Wigs.com

\$10,000 and above annual

Abbvie Foundation
The Allstate Foundation
American International Group
BHA Foundation Fund
Blue Sky The Color of Imagination, LLC
Deloitte
Eisai, Inc
Joseph Evangelisti
Facebook
Marjorie M. Findlay and Geoffrey T. Freeman
The Gordon Charter Foundation at the
recommendation of Leila Gordon
Leila Gordon

\$10,000 and above annual

Jane and Brad Hollingsworth

Tom and Joy Husbands

J. McLaughlin

Barbara Jordan

Joseph B. Scheller and Rita Scheller

Charitable Foundation

David Kopp

Jane Laffend

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Ms. Dorel Shanon

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\$1,000 and above annual

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Please notify Lauren Hughes, Director of Development, of any inaccuracies or omissions by contacting her at 610-642-6550, ext. 116, or lhughes@breastcancer.org. We apologize for any errors.



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